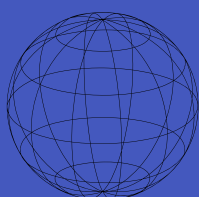




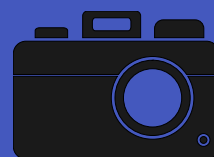
Age profile of visitors



Paarl	Wellington
36-50 Years (51.0%)	36-50 Years (57.6%)



Share overseas Paarl **51.8%**
Share overseas Wellington **18.3%**



Share domestic Paarl **48.2%**
Share domestic Wellington **81.7%**



Share of overnight visitors

Paarl | Wellington
6.2% | 5.3%



Share of day visitors

Paarl | Wellington
93.8% | 94.7%



Main purpose of visit

Paarl | Wellington

Holiday/ Leisure (93.3%) | Holiday/Leisure (81.0%)
Education (3.5%) | Business (6.5%)



Top domestic Markets

Wellington:

- Western Cape (85.8%)
- Gauteng (3.3%)

Top International Markets

Paarl

Wellington

Germany (38.7%)
United Kingdom (29.1%)
France (7.8%)

Germany (32.2%)
United Kingdom (31.0%)
Belgium (10.3%)

Mode of Transport -

Paarl

Own Motor Vehicle- 46.3%

Rented Car - 52.0%



Wellington

Own Motor Vehicle - 76.3

Rented Car - 17.6%



Top Information Sources

Paarl

Wellington

Word-of-mouth
77.9%

Word-of-mouth
89.1%

Most Common travel group size

Paarl | Wellington

Pairs (53.5%) | Pairs (41.8%)

Alone (35.2%) | Alone (48.9%)



Average daily spend

Paarl ➔ R1001-R2000(39.4%)

Wellington ➔ R0 - R200 (55.5%)

